

11-23-05

AF  
IFW



Express Mail No. EV712466712US  
Docket No.: 249768044US1  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Gregov et al.

Application No.: 09/848,608

Confirmation No.: 5996

Filed: May 3, 2001

Art Unit: 3625

For: PERSONALIZED PROMOTION OF NEW  
CONTENT

Examiner: N. U. Haq

**RESPONSE TO FINAL OFFICE ACTION**

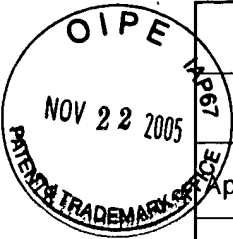
MS AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**INTRODUCTORY COMMENTS**

In response to the Final Office Action dated September 23, 2005, please amend the above-identified U.S. patent application as follows:

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Claims.....	2



<b>AMENDMENT TRANSMITTAL LETTER</b>				Docket No. 249768044US1	
Application No. 09/848,608-Conf. #5996	Filing Date May 3, 2001	Examiner N. U. Haq	Art Unit 3625		
Applicant(s): Gregov et al.					
Invention: PERSONALIZED PROMOTION OF NEW CONTENT					
<b>TO THE COMMISSIONER FOR PATENTS</b> Transmitted herewith is an amendment in the above-identified application. The fee has been calculated and is transmitted as shown below.					
<b>CLAIMS AS AMENDED</b>					
	Claims Remaining After Amendment	Highest Number Previously Paid	Number Extra Claims Present	Rate	
<b>Total Claims</b>	59	- 59 =	0	x	
<b>Independent Claims</b>	7	- 7 =	0	x	
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					
Other fee (please specify):					
<b>TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:</b>					0.00
<input checked="" type="checkbox"/> Large Entity <span style="margin-left: 200px;"><input type="checkbox"/> Small Entity</span>					
<input checked="" type="checkbox"/> No additional fee is required for this amendment.					
<input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of \$ _____. A duplicate copy of this sheet is enclosed.					
<input type="checkbox"/> A check in the amount of \$ _____ to cover the filing fee is enclosed.					
<input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached.					
<input checked="" type="checkbox"/> The Director is hereby authorized to charge and credit Deposit Account No. <u>50-0665</u> as described below. A duplicate copy of this sheet is enclosed.					
<input type="checkbox"/> Credit any overpayment.					
<input checked="" type="checkbox"/> Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.					
 Do Le Kim Attorney Reg. No.: 46,231				Dated: <u>11-22-05</u>	
PERKINS COIE LLP P.O. Box 1247 Seattle, Washington 98111-1247 (206) 359-8000					